MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK 3154 – SEMINAR IN WEB MARKETING

(All sections / Groups)

10 MARCH 2017
9 a.m. – 11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages (*including* the cover page).
2. Answer **ALL** questions.
3. All the questions carry equal marks (total 100 marks).
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Each question carries equal marks. (Total 100 marks)

Question 1

How can marketers integrate hot product ideas into current product mixes? Explain at least **FOUR (4)** out of the six strategies mentioned in the lesson.

(20 marks)

Question 2

The internet is always considered a low cost option for selling products and services. From a firm's perspective what are **FIVE (5)** factors that add to the expense of doing business on the internet and why?

(20 marks)

Question 3

What are the benefits of online auctions for buyers? What are the benefits for sellers? Are there any drawbacks to this model?

(20 marks)

Question 4

Search engines are a key means of attracting traffic to a Web site. Describe two tactics used in search engine marketing (SEM).

(20 marks)

Question 5

Explain how psychographics can be used to segment markets. What useful information is gathered by focusing on this kind of information?

(20 marks)

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